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ABSTRACT

In the spring of 1976, "The Adams Chronicles", a bicentennial television course developed by Coast Community College District and the University of California at San Diego, was distributed to colleges nationwide at no charge with the understanding that each college would return information regarding promotion, enrollment, and form of offering this course. This report presents some of the recruiting ideas and comments of persons involved in the offering of the course at ten selected colleges. Among the recruiting methods reported were distribution of brochures, advertisement in a course catalog, radio and newspaper advertising, and television promotion. Some of the reporting colleges charged tuition while others did not. Amount of college credit awarded varied from college to college. Also reported are the various schedules for presenting the course using either one or several television stations in the community in which the course was offered. (JDS)

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Coast Community College District

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AN INFORMAL REPORT ON COLLEGIATE SUCCESSES WITH "THE ADAMS CHRONICLES"

JC 760 466

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COASTLINE COMMUNITY COLLEGE

KEY AGENCIES AND INSTITUTIONS INVOLVED IN
THE ADAMS CHRONICLES

Series Producer - WNET/13 New York

Course Developed and Distributed by:

Coast Community College District
University of California, San Diego, Extension

Course Publisner

Educational Associates, a Division of
Little, Brown and Company

THE ADAMS CHRONICLES was made possible by grants from the National Endowment for the Humanities, the Andrew W. Mellon Foundation, and the Atlantic Richfield Company, and was broadcast through the facilities of the Public Broadcasting Service and the local member stations throughout the nation.

This informal study was conducted by the Division of Telecourse Distribution and Acquisition.

COASTLINE COMMUNITY COLLEGE

Bernard J. Luskin, President

10231 SLATER AVE., FOUNTAIN VALLEY, CALIFORNIA 92708

(714) 963-0811

September 1976

Dear Colleague:

In the spring of 1976 Coast Community College District distributed the bicentennial course THE ADAMS CHRONICLES to colleges across the nation. This course was offered at no charge to the colleges, but with an agreement that each college return information regarding enrollment, promotion, and form of offering of this rapidly growing type of course. From the many colleges that responded we have chosen ten that seem to have attracted students successfully. They are, of course, a small representation of the varied and imaginative ways in which the course was offered everywhere.

Enclosed are some of the recruiting ideas used and the comments of the key people involved in offering the course. We hope that this informal presentation of their ideas will prove useful to you in your upcoming presentation of THE ADAMS CHRONICLES as well as any future national or syndicated television courses you may offer.

Sincerely,

Gary G. Goldsberry

Gary G. Goldsberry
Director of Distribution
and Acquisition

GGG:nn

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COAST COMMUNITY COLLEGE DISTRICT
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bakersfield college founded: 1913

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 1,715
.. total college enrollment for the 1974-75 school year: 11,000*

Bakersfield College attracted an outstanding 1,715 students for THE ADAMS CHRONICLES. This exceptional turnout is difficult to explain, but Dr. Harkins of the Department of Continuing Education attributed it partly to the return of previous telecourse students. The college is careful to keep a record of all former television enrollees and notify them of any new courses.

In addition to this mailing list the college distributed 5,000 brochures and inserted a print-out in the local newspaper with a special section for television courses.

The convenience of the course apparently appealed to many in the area. Extensive cable systems carrying the PBS station signal enabled many to enroll who otherwise could not. Veterans in particular sought out this course.

Bakersfield College offered THE ADAMS CHRONICLES for three units of college credit and aired it three times per week on one channel.

EL CAMINO COLLEGE

(213) 532-3670

16007 CRENSHAW BOULEVARD • VIA TORRANCE, CALIFORNIA 90506

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 407
.. total college enrollment for the 1974-75 school year: 25,904

El Camino College dispensed with brochures, television and radio advertising and simply used an advertisement on the back page of its course catalog which was then distributed as a newspaper insert. This single tactic had by far the greatest effect on enrollment. To test the validity of this method Dr. Maddaford, Dean of Educational Services, tried dropping some courses from the advertisement and putting others in their place. Those courses promoted in this manner showed increased enrollment and those deleted indicated significant enrollment declines.

THE ADAMS CHRONICLES was also listed in the body of the catalog in a special television section under the American Studies heading and mentioned in the college newsletter.

El Camino College offered two units of college credit for THE ADAMS CHRONICLES and aired it on two stations.

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*This enrollment figure and all other 1974-75 school year enrollments were taken from the College Bluebook, Volume 2, 1975

KINGSBOROUGH COMMUNITY COLLEGE
OF
THE CITY UNIVERSITY OF NEW YORK
ORIENTAL BOULEVARD, MANHATTAN BEACH
BROOKLYN, NEW YORK 11235

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 240
.. total college enrollment for the 1974-75 school year: 6,056

Kingsborough Community College centered most of its promotional efforts for THE ADAMS CHRONICLES around an effective brochure. Alfred Mascolo, the Dean of Instructional Services, also attributed their success to the high density of the area and to their extensive mailings in the community. Newspaper advertising was also used, but to a small degree.

Brief and convenient registration material further aided enrollment. The registration form is simple, easy to complete and included an envelope addressed to the college. The cover letter described explicitly what was needed for registration.

Kingsborough Community College offered THE ADAMS CHRONICLES for three units of college credit and aired it three times per week on one channel. The tuition ranged from $30 for the entire semester to $75 for the course.

MERCER COUNTY COMMUNITY COLLEGE
P.O. BOX B
TRENTON, NEW JERSEY 08690
TELEPHONE: (609) 586-4800
1200 OLD TRENTON ROAD

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 75
.. total college enrollment for the 1974-75 school year: 1,792

Thomas Wilfrid, Associate Dean of Academic Affairs, attributed much of the success of THE ADAMS CHRONICLES at Mercer County Community College to the enthusiasm of the staff and administration for television courses and other educational innovations. The college's promotion of the course included mailers to all groups in the area and radio and newspaper advertising. Word of mouth was probably the best promotion for the course.

A fascinating aspect of the college's enrollment was the faculty participation. Of the 75 enrolled in THE ADAMS CHRONICLES 20 were faculty members. They were encouraged to take this course by the administration who offered to pay their tuition and even buy their textbooks. Even though a number of the faculty members were unable to complete this rigorous course with weekly seminars and a term paper, all gained valuable insights and the administration was well pleased.

Mercer County Community College offered THE ADAMS CHRONICLES for three units of college credit or for audit. It was aired four times per week on six channels and the tuition ranged from $30 to $60.

MT. SAN ANTONIO COLLEGE

1100 NORTH GRAND AVENUE • WALNUT, CALIFORNIA 91789
Telephone: (714) 598-2811

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 456
.. total college enrollment for the 1974-75 school year: 15,404

Mt. San Antonio College adopted a very extensive promotional campaign for THE ADAMS CHRONICLES. Four bookstores in the area were given educational discounts by the publisher comparable to those enjoyed by the college bookstore. They in turn accepted applications on behalf of the college.

Community involvement was aroused by displays featuring THE ADAMS CHRONICLES and by special letters sent to all residents in the district with surnames represented in the series (Adams, Jackson, Hamilton, Franklin, Monroe) reminding them of their heritage. These letters turned up a direct descendant of the Adams family who took the course successfully.

A brochure entitled "Travel With Us Through American History by Television" was distributed to students from kindergarten through ninth grade and placed in public libraries and civic institutions.

According to Wallace Stanford, Supervisor of the Office of Instructional Television, the key to telecourse success is hard work. He feels complete responsibility and authority for telecourse operation must be in one office under the direction of one person.

The Office of Instructional Television compiled a survey of their telecourse students indicating some of their characteristics.

Mt. San Antonio College offered THE ADAMS CHRONICLES for two units of college credit and aired it seven times per week on three channels. There was no tuition charge.

PASCO-HERNANDO COMMUNITY COLLEGE

(Florida)

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 101
.. total college enrollment for the 1974-75 school year: 1,459

Pasco-Hernando Community College is a relatively new college in an area previously not served by a community college. This, according to Dean Charles Morant, and the fact that the television course offered real convenience to veterans and other full-time workers in the area accounted for part of THE ADAMS CHRONICLES success. A printed brochure was distributed in the area and the course was described in the catalog, but the real enrollment success came as a result of the heavy verbal push given to television courses during registration and counseling sessions.

The college offered THE ADAMS CHRONICLES for three units of college credit and aired it once per week on one channel.

Pima Community College
Tucson, Arizona

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 163
.. total college enrollment for the 1974-75 school year: 3,551

Pima Community College promoted THE ADAMS CHRONICLES only in their newspaper distributed course catalog under "Radio and TV Courses", yet they were quite successful. Tim Murphy, the Educational Development Officer, attributed this success partly to the attractiveness of the course as an alternative means of college education, and partly to the television advertising done by the University of Arizona (KUAT-TV) which reached Pima Community College students. The college is also beginning to build a clientele of students who prefer or find it more convenient to take college courses by television.

Pima Community College offered THE ADAMS CHRONICLES for three units of college credit and aired it on one station three times per week including a captioned version for those with hearing impairments.

SBVC
San Bernardino
Valley College

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 668
.. total college enrollment for the 1974-75 school year: 15,216

San Bernardino Valley College adopted a far-reaching promotional campaign for THE ADAMS CHRONICLES. Extensive radio and television advertising was utilized and more than 33,000 brochures were distributed in the community. This brochure was particularly effective and the administration was very pleased with the response it generated.

Ed Rothhaar, Director of Instructional Broadcasting, felt that the college also benefited from the heavy national promotion of THE ADAMS CHRONICLES and the fact that it was related to the bicentennial.

San Bernardino Valley College offered THE ADAMS CHRONICLES for three units of college credit and aired it on two channels, three times per week including a captioned program for those with hearing impairments.

Santa Barbara City College

721 Cliff Drive / Santa Barbara, California 93109

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 334
.. total college enrollment for the 1974-75 school year: 7,896

The people responsible for offering THE ADAMS CHRONICLES at Santa Barbara City College attribute a good deal of their success to the establishment of a single office in charge of all aspects of a telecourse operation. They assert that with such an arrangement confusion is minimized and the television courses and students receive greater attention.

The college promoted THE ADAMS CHRONICLES by newspaper, through distribution of a one-page flier in the community, and by listing it in the body and on the back of the front page of the course catalog. Many of the students enrolled in this telecourse had been involved in previous television offerings and were notified by mail.

Santa Barbara City College offered THE ADAMS CHRONICLES for two units of college credit and aired it three times per week over one channel.

VERMONT TECHNICAL COLLEGE

RANDOLPH CENTER, VERMONT 05061 802 728-3391

Enrollment
.. in THE ADAMS CHRONICLES, Spring semester 1976: 27
.. total college enrollment for the 1974-75 school year: 552

Vermont Technical College is basically a vocational-technical institute. It does, however, have a social science requirement which was a primary impetus for course enrollment. As a unique and interesting alternative to the limited social science electives offered by the college, THE ADAMS CHRONICLES was a welcomed addition.

THE ADAMS CHRONICLES was included in the course catalog and written up in both the student and the local newspapers. The 22 VTC students who took THE ADAMS CHRONICLES for three units of college credit paid no additional tuition while the five community members were charged $78 each. The course was aired one night per week on one channel.

UNIVERSITY OF CALIF.
LOS ANGELES

OCT 1 1976

CLEARINGHOUSE FOR
JUNIOR COLLEGES

COASTLINE
COMMUNITY COLLEGE

ABOUT COASTLINE COMMUNITY COLLEGE AND ITS MISSION

Coastline Community College, established in 1976, is a comprehensive community college beyond walls. The Coastline Community College mission is to create lifelong access to learning for all interested adults -- specializing in transfer education, occupational education, personal enrichment, on-the-job training, apprenticeship, citizenship, retraining and upgrading.

The community is the campus for Coastline. Its classes are offered at existing facilities such as churches, offices, banks, factories and community buildings, and draw upon existing resources in various communities throughout Coastline's 88-square-mile service area, thereby avoiding the onerous cost of campus construction. Coastline also makes maximum use of coordinated instructional delivery systems, including television and newspapers.

Coastline Community College brings educational programs into the community in flexible and diverse ways and is responsive to the needs of citizens. The college is open to any resident of the Coast Community College District who is a high school graduate or 18 years of age or over, regardless of financial situation, geographical location within the district, or previous educational experience. Coastline Community College makes it attractive and possible for people to continue learning.

In addition to quality education, Coastline Community College provides a broad range of supportive services such as counseling, guidance, and student and community services as well as opportunities for recurrent education.

Hired on a part-time basis, Coastline teachers are drawn from the faculties of other colleges of the district, nearby colleges and from the community. Often they are local professionals practicing the skills they teach.

In addition to classroom courses, students have opportunities to participate in a variety of learning opportunities including the independent study, cooperative education, work-study programs, on-the-job training and broadcast courses for credit over KOCE-TV Channel 50.

For those interested in a degree or certificate of completion, Coastline offers the Associate Degree and Certificates by area of specialization. Each individual receives personal consultations with trained staff to set goals according to area of concentration or interest.

Coastline Community College is a new concept college which will consistently strive to maintain the progressive standards established by the Coast Community College District. Coastline Community College is committed to the basic philosophy that every individual shall have the opportunity for appropriate quality education up to the limits of his or her potential and that access to diverse educational opportunities shall be available to all adults who are interested.